

**WPLW  
102.5 - FM  
HILLSBOROUGH, NC**

**ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WPLW**

**4TH QUARTER 2012  
(October 1<sup>st</sup> – December 31st )**

Compiled by:  
Mike Biddle, Assistant Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of December 31st, 2012 included:

Q4 2012

ISSUES:

1. Crime/Drugs
2. Family/Youth/Elderly
3. Economy
4. Growth/Roads/Transportation/Traffic
5. Education
6. Housing
7. Environment/Health
8. Private/Public/Accountability
9. National Security
10. Politics

# Carolina Newsmakers

4<sup>th</sup> Quarter 2012

*"Carolina Newsmakers" is a 30 minute weekly public affairs program that airs Sunday mornings at 6 and hosted by Curtis Media Group owner Don Curtis. It features interviews with North Carolina leaders in government, policy, education, research and other areas.*

10-07-12

"INTERVIEW WITH MIKE WALDEN", WILLIAM NEAL REYNOLDS DISTINGUISHED PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS AT NC STATE UNIVERSITY

\*\*\*\*ISSUES COVERED: THE ECONOMY AND ECONOMIC RECOVERY; EMPLOYMENT/UNEMPLOYMENT; JOB GROWTH SINCE 2010; UNEMPLOYMENT RATE; HOUSING MARKET; FORECLOSURES; POPULATION GROWTH IN NORTH CAROLINA; AGRICULTURE; FARMING AND AGRO-BUSINESS; TRANSPORTATION; HEALTH CARE; BOWLES/SIMPSON PLAN; FEDERAL TAX STRUCTURE; PAYING DOWN THE FEDERAL DEFICIT; MEDICARE, MEDICAID, AND SOCIAL SECURITY; EUROPE'S ECONOMIC PROBLEMS; FEDERAL BUDGET; STATE TAX REFORM; THE AFFORDABLE HEALTH CARE ACT AND HEALTH CARE COSTS\*\*\*\* 2, 3, 4, 6, 7, 10

10-14-12

"INTERVIEW WITH BRAD MILLER", CONGRESSMAN FROM NORTH CAROLINA'S 13<sup>TH</sup> DISTRICT

\*\*\*\*ISSUES COVERED: U.S. HOUSE OF REPRESENTATIVES; FEDERAL GOVERNMENT; THE ECONOMY; THE RECESSION; ECONOMIC RECOVERY; MORTGAGE DEBT; THE HOUSING MARKET; SUB-PRIME LENDING; BUSINESS INTEREST RATES; SMALL BUSINESS OWNERS; CONSUMERISM AND CONSUMER DEMAND; STATE AND FEDERAL BUDGET; BALANCING THE STATE'S BUDGET; INCOME AND SALES TAXES; THE ENVIRONMENT; CAMP LEJEUNE WATER ISSUES; PREDATORY MORTGAGE LENDING LAWS; THE NC GENERAL ASSEMBLY; PROTECTING AND CLEANING UP THE STATE'S GROUND WATER AND WATER SUPPLY; THE SPIRIT OF COMPROMISE IN THE NC STATE LEGISLATURE; THE PROBLEM OF PARTISANSHIP; PARTIES PICKING CANDIDATES TO RUN FOR CONGRESSIONAL SEATS; HEALTH INSURANCE AND THE AFFORDABLE HEALTHCARE ACT; THE COST OF HEALTH CARE\*\*\*\* 3, 6, 7, 10

10-21-12

"INTERVIEW WITH DR. ANDY TAYLOR", PROFESSOR OF POLITICAL SCIENCE IN THE SCHOOL OF PUBLIC AND INTERNATIONAL AFFAIRS AT NC STATE UNIVERSITY

\*\*\*\*ISSUES COVERED: 2012 ELECTIONS; AMERICAN POLITICS AND AMERICAN CIVICS, POLITICAL PARTIES, AND POLITICAL SCIENCE; NC AS "BATTLEGROUNDS STATE"; ANALYSIS OF NORTH CAROLINA'S ROLE IN PAST PRESIDENTIAL ELECTIONS; NC PRIMARIES; ELECTORAL COLLEGE;

POLITICAL ADVERTISING; ANALYSIS OF THE FIRST TWO PRESIDENTIAL DEBATES; FOREIGN POLICY; VOTER TURNOUT; ANALYSIS OF THE FIRST TWO NC GUBERNATORIAL DEBATE\*\*\*\* 5, 10

10-28-12

"INTERVIEW WITH GUEST PETER HANS", CHAIRMAN OF THE UNC SYSTEM BOARD OF GOVERNORS

\*\*\*\*ISSUES COVERED: PUBLIC RELATIONS; NC COMMUNITY COLLEGE SYSTEM; EDUCATION; HIGHER EDUCATION; ON-LINE AND DISTANCE LEARNING; HISTORY AND GROWTH OF THE UNC SYSTEM; THE PASSING OF DR. WILLIAM FRIDAY; CHANCELLOR SEARCH AT UNC-CHAPEL HILL; STRUCTURE AND COORDINATION OF THE UNC SYSTEM; NC SCHOOL OF THE ARTS AND THE NC SCHOOL OF MATH AND SCIENCE; RISE IN TUITION FOR STATE-SUPPORTED SCHOOLS; MISSION OF THE UNC SYSTEM; JOB CREATION; NC GENERAL ASSEMBLY AND BI-PARTISAN SUPPORT FOR EDUCATION\*\*\*\* 3, 5, 10

11-04-12

"INTERVIEW WITH BRAD CRONE, PRESIDENT AND FOUNDER OF CAMPAIGN CONNECTIONS, A PUBLIC RELATIONS AND COMMUNICATIONS FIRM IN NORTH CAROLINA

\*\*\*\*ISSUES COVERED: POLITICS; STATE-BY-STATE ANALYSIS OF THE 2012 PRESIDENTIAL ELECTION; PROVISIONAL BALLOTS; THE ELECTORAL COLLEGE SYSTEM; NC AS A "BATTLEGROUND STATE"; DEMOCRATIC PARTY IN NORTH CAROLINA; ANALYSIS OF NORTH CAROLINA STATE RACES; COUNCIL OF STATE RACES; THE EFFECTS OF REDISTRICTING ON NC CONGRESSIONAL RACES; ELECTION OUTCOME PREDICTIONS\*\*\*\* 10

11-11-12

"INTERVIEW WITH JONATHAN KAPPLER", RESEARCH DIRECTOR FOR THE NORTH CAROLINA FREE ENTERPRISE FOUNDATION

\*\*\*\*ISSUES COVERED: OUTCOME OF THE 2012 ELECTION; NC COUNCIL OF STATE RACES; THE METHODS AND ACCURACY OF POLLING; THE WORDING OF POLLING QUESTIONS; FOCUS GROUPS; AGE BIAS; POPULATIONS GROWTH; POPULATION DEMOGRAPHICS; HISPANIC AND MINORITY VOTERS; NC ASIAN POPULATION; POPULATION DIVERSITY IN NORTH CAROLINA; NORTH CAROLINA AS A "BATTLEGROUND STATE"; VOTING IN RURAL/URBAN/SUBURBAN AREAS; THE EFFECT OF REDISTRICTING ON THE 2012 ELECTION ; LEADERSHIP IN NORTH CAROLINA GOVERNMENT; NC DEMOCRATIC PARTY; STATE BUDGET; MAKEUP OF THE NC STATE LEGISLATURE; RECOUNTS FOR NC STATE ELECTIONS; COUNTING PROVISIONAL AND ABSENTEE BALLOTS; REPUBLICAN MAJORITY IN THE NC GENERAL ASSEMBLY\*\*\*\* 4, 8, 10

11-18-12

"INTERVIEW WITH JOHN HOOD", PRESIDENT AND CHAIRMAN OF THE JOHN LOCKE FOUNDATION

\*\*\*\*ISSUES COVERED: EDUCATION; ANALYSIS OF THE 2012 ELECTION; REPUBLICAN PARTY IN NORTH CAROLINA; LOCAL, STATE, AND FEDERAL GOVERNMENT; FEDERAL AND STATE BUDGETS; "FISCAL CLIFF"; FEDERAL TAX RATES; FEDERAL DEFICIT; TAX REVENUE; NC STATE TAX REFORM; SALES AND PROPERTY TAXES; INCOME TAXES; BUSINESS TAXES; VOTER ID\*\*\* 3, 8, 10  
11-25-12

"INTERVIEW WITH JEFF SHAW, DIRECTOR OF COMMUNICATIONS, NC JUSTICE CENTER

\*\*\*\*ISSUES COVERED: NORTH CAROLINA'S WORKING FAMILIES; EARNED INCOME TAX CREDITS; PER CAPITA SPENDING; INCOME TAXES, SALES TAXES, AND TAX REFORM; EDUCATION AND HIGHER EDUCATION FUNDING IN NC; NC GENERAL ASSEMBLY; FIGHTING POVERTY AND ENABLING THE POOR; THE "FISCAL CLIFF"; DEDUCTIONS AND TAX INCENTIVES; STATE AND FEDERAL BUDGETS; PUBLIC VS. PRIVATE SECTOR JOB LAYOFFS; EFFECTS OF STATE BUDGET CUTS; EXPORTING JOBS OVERSEAS\*\*\*\* 2, 3, 5, 6, 7, 8

12-2-12

"INTERVIEW WITH GREGG THOMPSON", STATE DIRECTOR OF THE NATIONAL FEDERATION OF INDEPENDENT BUSINESS

\*\*\*\*ISSUES COVERED: THE ECONOMY; THE RECESSION AND ECONOMIC RECOVERY; SMALL BUSINESSES; CONSUMER OPTIMISM INDEX; HEALTH CARE AND HEALTH INSURANCE; THE "FISCAL CLIFF"; STATE AND FEDERAL TAXES; FEDERAL REGULATIONS ON SMALL BUSINESSES; LOBBYING; DEFINITION OF AN INDEPENDENT BUSINESS; NC GENERAL ASSEMBLY; THE AFFORDABLE HEALTH CARE ACT'S EFFECTS ON SMALL BUSINESSES; EFFECTS OF A REPUBLICAN MAJORITY IN THE GENERAL ASSEMBLY AND A REPUBLICAN GOVERNOR IN OFFICE ON SMALL BUSINESSES; WORKERS COMPENSATION; TRANSPORTATION AND ROAD CONSTRUCTION; STATE AND FEDERAL BUDGET; STATE DEBT TO THE FEDERAL GOVERNMENT; INFRASTRUCTURE; EMPLOYMENT/UNEMPLOYMENT; EDUCATION\*\*\*\* 2, 3, 7, 8, 10

12-09-12

INTERVIEW WITH STEVE TROXLER", AGRICULTURE COMMISSIONER FOR THE STATE OF NORTH CAROLINA

\*\*\*\*ISSUES COVERED: AGRICULTURE; TRUCK FARMING; PUPPY FARMS AND PUPPY MILLS; TRANSPORTATION; GOVERNMENT REGULATION; TRANSPORTATION; THE DIFFERENT DIVISIONS OF THE DEPARTMENT OF AGRICULTURE; GROCERY STORE SCANNERS; KEEPING THE FOOD SUPPLY SAFE; NC STATE FAIR; NC COUNTY FAIRS; CHRISTMAS TREE FARMING IN NORTH CAROLINA; AGRO-BUSINESS; "GOT TO BE" NC PRODUCTS; EXPORTING NC AGRICULTURAL PRODUCTS; AGRICULTURAL RESEARCH AND NORTH CAROLINA STATE UNIVERSITY; NC FARM BUREAU; ESTATE TAXES AND AGRICULTURE; THE IMPACT OF THE "FISCAL CLIFF" ON AGRICULTURE; EASTERN NORTH CAROLINA FARMING OPERATIONS; OPPORTUNITIES FOR SMALL FARMERS; NC STATE FARMERS MARKET; THE LEASING OF THE DOROTHEA DIX PROPERTY; THE TREATMENT OF MENTAL ILLNESS IN NORTH CAROLINA; THE PARK CONCEPT AND OPEN SPACE IN N.C.\*\*\*\* 2, 3, 4, 10

12-16-12

"INTERVIEW WITH SCOTT DORNEY", EXECUTIVE DIRECTOR OF THE NORTH CAROLINA MILITARY BUSINESS CENTER

\*\*\*\*ISSUES COVERED: U.S. MILITARY PRESENCE IN NORTH CAROLINA; NORTH CAROLINA MILITARY BUSINESS CENTER; BUSINESS AND INDUSTRY; NC COMMUNITY COLLEGE SYSTEM; EXISTING AND POTENTIAL MILITARY CONTRACTS IN NORTH CAROLINA; MILITARY INSTALLATIONS IN NORTH CAROLINA; NC ARMY NATIONAL GUARD AND RESERVE; SEYMOUR JOHNSON AIR FORCE; FORT BRAGG; CAMP LEJUENE; MARINE CORPS AIR STATION IN NEW RIVER; AND CHERRY POINT; MILITARY TRAINING IN N.C.; EDUCATION; MILITARY THE 2<sup>ND</sup> LARGEST SECTOR OF NORTH CAROLINA'S ECONOMY; AGRICULTURE AND NC TOURISM\*\*\*\* 2, 3, 9, 10

12-23-12

"INTERVIEW WITH RAN COBLE", EXECUTIVE DIRECTOR, NC CENTER FOR PUBLIC POLICY RESEARCH

\*\*\*\*ISSUES COVERED: NORTH CAROLINA: A REPUBLICAN MAJORITY IN THE GENERAL ASSEMBLY, A REPUBLICAN GOVERNOR IN THE GOVERNOR'S MANSION; A REPUBLICAN MAJORITY IN THE STATE SUPREME COURT; AND A REPUBLICAN MAJORITY IN THE CONGRESSIONAL DELEGATION; THE FISCAL CLIFF; POLITICAL PARTIES; REDISTRICTING; PACKING AND DOUBLE-BUNKING; VOTER REGISTRATION; MINORITY VOTERS; GOVERNOR PERDUE'S USE OF VETO DURING HER TIME IN OFFICE; TURNOVER IN THE NC GENERAL ASSEMBLY; REFORMING THE STATE TAX CODE; INDEPENDENT VOTERS; EVOLUTION OF THE REPUBLICAN PARTY IN NORTH CAROLINA; HISPANIC VOTERS; FUTURE OF THE REPUBLICAN AND DEMOCRATIC PARTIES IN NORTH CAROLINA; AFRICAN-AMERICAN REPRESENTATION IN THE DEMOCRATIC PARTY; STATE CUTS TO EDUCATION AND THE ENVIRONMENT; STATE BUDGET; REMOVAL OF THE STATE CAP ON CHARTER SCHOOLS; REORGANIZATION OF NCDENR; NC ENVIRONMENTAL REGULATIONS; THE STATE CONSTITUTIONAL REQUIREMENT FOR A BALANCED BUDGET\*\*\*\* 3, 5, 8, 10

12-30-12

"INTERVIEW WITH DR. TERRY STOOPS", DIRECTOR OF RESEARCH AND LOCAL GOVERNMENT STUDIES AT THE JOHN LOCKE FOUNDATION

\*\*\*\*ISSUES COVERED: STATE GOVERNMENT; PUBLICATIONS AND PERIODICALS; POLITICS AND POLITICAL PARTIES; POLLING AND RESEARCH; VOTER DEMOGRAPHICS; GENDER ISSUES; EDUCATION; DISTINGUISHING CONSERVATIVE AND LIBERAL IDEALS; FISCAL CONSERVATIVE/LIBERAL VALUES;

SURVEY RESEARCH; ANALYSIS OF THE GOVERNOR MCCRORY ADMINISTRATION; NC STATE SUPERINTENDENT OF PUBLIC INSTRUCTION; REVIEW OF STATE GOVERNMENT OFFICE HOLDERS POST-ELECTION 2012; VOCATIONAL EDUCATION; SECONDARY AND HIGHER EDUCATION; NC COMMUNITY COLLEGE SYSTEM; CHARTER SCHOOLS; REPUBLICAN MAJORITY IN THE GENERAL ASSEMBLY AND REPUBLICAN GOVERNOR; REFORMING THE STATE TAX CODE; OBAMACARE, HEALTH CARE, AND HEALTH CARE INSURANCE; SALES TAXES AND PROPERTY TAXES; INTERNET/ON-LINE SALES TAXES\*\*\*\* 2, 3, 7, 5, 10

## **RECORDED PUBLIC SERVICE ANNOUNCEMENTS**

### **PSA – NCMA Still Life Masterpiece**

Spot Title: NCMA Still Coming Soon

Length: 30

# of spots/air dates: 134 spots 10/1 – 11/29

Issues: 2, 5

### **PSA – Shape Up Downtown**

Spot Title: Shape Up Downtown PSA

Length: 30

# of spots/air dates: 60 10/1 – 10/28

Issues: 2, 5, 7

### **PSA – Free To Breathe**

Spot Title: Golf Fore Kids

Length: 30

# of spots/air dates: 28 10/1 – 11/2

Issues: 2, 7

### **PSA – Durham APS**

Spot Title: Durham APS PSA

Length: 30

# of spots/air dates: 15 10/23 – 10/26

Issues: 2, 7, 8

### **PSA – Walk For Hope**

Spot Title: Walk For Hope 2012 PSA

Length: 30

# of spots/air dates: 54 10/1 – 10/13

Issues: 2, 7

## **LIVE BROADCAST – PUBLIC SERVICE EVENTS**

Downtown Raleigh “Winter Fest”: 12/1

Time: 5p-7p

WPLW took part in a 2 hour live broadcast to help bring attention to the Downtown Raleigh "Winter Fest" celebration. Winter Fest is a multi-week festival located in the heart of downtown Raleigh and provides entertainment for families and awareness for downtown merchants.